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Deutsches Institut für  
Entwicklungspolitik



German Development  
Institute

Results Workshop

## Preferences, attitudes and environmental impact of the new middle classes

4 April 2019

German Development Institute / Deutsches Institut für Entwicklungspolitik (DIE), Bonn



## Workshop

### Preferences, attitudes and environmental impact of the new middle classes

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#### *Draft Agenda*

The unprecedented growth of the new middle classes in middle-income developing countries implies a strong growth in materials consumption and carbon emissions, particularly if consumption patterns mirror the lifestyles of industrialized countries. This workshop explores policies that help to decouple economic development from resource depletion and pollution.

It starts with an overview of carbon consumption patterns of the growing middle classes in our partner countries Peru, the Philippines and Ghana. Insights on asset ownership, usage behaviour as well as environmental knowledge and concern will be presented. Also, we show how surveys can be used to identify context-specific behavioural drivers for policy and project design.

We then proceed with a discussion of policies: How can consumption patterns be changed towards sustainable lifestyles? We start from a dual assumption.

- First, in most cases, change can only be achieved by combining various policies, e.g. to make regulatory frameworks more stringent, strengthen implementing institutions, set up pilots and work with consumers and civil society.
- Second, behavioural insights should be integrated more often and more systematically into such multilevel policy approaches.

We explain our assumptions and provide good practice examples covering three policy fields: energy efficiency, circular economy and sustainable mobility. We invite practitioners to exchange experiences and raise issues for further research and testing. Finally, our international partners comment from their perspectives, highlighting country-specific challenges for integrating behavioural insights.

- 8:45 Registration
- 9:00 **Welcome & Introduction**  
*Babette Never (DIE)*
- 9:15 **Carbon consumption patterns of the growing middle classes – comparative insights on Peru, the Philippines and Ghana**  
*Babette Never, Hanna Fuhrmann, Sascha Kuhn (DIE)*
- 10:00 **Zooming in on Ghana: Country-specific characteristics and findings**  
*Bernardin Senadza (ISSER, Ghana)*
- 10:15 **Discussion: How can insights on middle-class consumer behaviour inform policymaking?**
- 10:45 Coffee break
- 11:15 **The rationale of multi-level approaches – and how behavioural aspects can be incorporated**  
*Tilman Altenburg (DIE)*
- 11:30 **Good practices**
- 11:30 Cool Contributions fighting Climate Change (C4) – Experiences with a multilevel approach  
*Franziska Hartwig (GIZ)*
- 11:45 Framed messages to encourage the uptake of energy efficient air conditioners – How a survey experiment can support existing multilevel approaches  
*Sascha Kuhn (DIE) & Florian Kutzner (University of Heidelberg)*
- 12:00 Good practices incorporating behavioural insights in circular economy programmes  
*Henning Wilts (Wuppertal Institute)*
- 12:15 Good practices incorporating behavioural insights in promoting sustainable mobility  
*Armin Wagner (GIZ, tbc) with Tilman Altenburg (DIE) & Florian Kutzner (University of Heidelberg)*
- 12:30 Lunch break
- 13:30 **Interactive discussion tables: Integrating behavioural insights into policy & project design**
- 14:30 **Presentation of discussion tables' main insights**
- 14:45 **Panel discussion: What are country-specific challenges for integrating behavioural insights?**  
*Miguel Jaramillo (GRADE, Peru), Jose Albert (Philippine Institute of Development Studies), Bernardin Senadza (ISSER, Ghana)*  
  
*Moderator: Babette Never (DIE)*
- 15:45 **Summary and next steps**  
*Babette Never (DIE)*
- 16:00 **End of workshop**

Your directions to the German Development Institute / Deutsches Institut für Entwicklungspolitik (DIE)  
Tulpenfeld 6  
D - 53113 Bonn

From Bonn Central Station (Hauptbahnhof):

Take the U-Bahn U 16/ U 63 or U 66 to "Heussallee/Museumsmeile". Take the exit Heussallee. Turn right after 50 m onto the footpath towards the office complex 'Tulpenfeld'. Follow the signs across Tulpenfeld to the building of DIE at Tulpenfeld 6.

The buses No. 610 and 611 run from the train station Bonn Hauptbahnhof to the bus stop "Heussallee/Museumsmeile". Turn onto the footpath towards the office complex 'Tulpenfeld'. Follow the signs across Tulpenfeld to the building of DIE at Tulpenfeld 6.





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